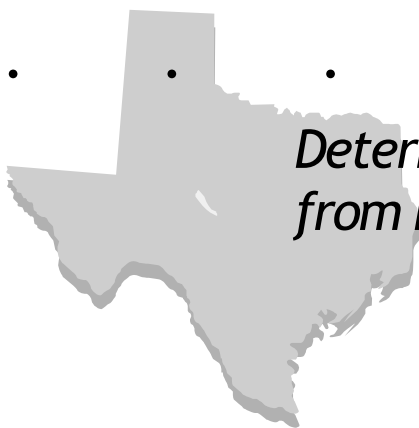


.....
TDH Bureau of HIV and STD Prevention

Texas HIV Testing Follow-Up Day: July 11, 2002



*Determine your Agency's Impact
from National HIV Testing Day*

Texas Department of Health
Bureau of HIV and STD Prevention
1100 West 49th Street
Austin, Texas 78756
Telephone: 512.490.2535
Fax: 512.490.2538
E-mail: hivstd.infoline@tdh.state.tx.us
Web: www.tdh.state.tx.us/hivstd

Texas HIV Testing Follow-Up Day

*Your opportunity to determine the impact of your
agency's efforts on National HIV Testing Day*

Contents

This packet is designed to help communities collaborate on follow-up initiatives and increase awareness about the importance of getting HIV test results to all persons who get tested for HIV in the State of Texas. Please feel free to share the packet with people in your community who may be motivated to participate actively in this initiative. To receive an electronic copy of the packet, please send a request to hivstd.infoline@tdh.state.tx.us or call (512) 490-2535.

1. Ways to Promote Texas HIV Testing Follow-Up Day
2. Best Practices
3. What a Community Needs Assessment Can do for You
4. Community Needs Assessment Tips
5. Questions to Ask
6. Organizing in Your Community
7. Collaborating in Your Community
8. Tips for Working with Businesses
9. Media Methods
10. News Release Tips
11. Do's and Don'ts for Good News Media Relations
12. Sample News Release
13. Sample Public Service Announcement
14. Online Activism
15. Evaluation Tips
16. Other Resources

Attachment

Sample Handbill (Mini-Poster)

This packet was adapted from the "Texas Teen Pregnancy Prevention Packet" from the Texas Department of Health Family Planning Division. For a copy of that packet, please contact Deborah Hardin at deborah.hardin@tdh.state.tx.us or (512) 458-7796.

1. Ways to Promote Texas HIV Testing Follow-Up Day

- ★ Form a coalition to work on the increasing HIV testing return rates. Discuss issues surrounding HIV testing and what is needed to get people to return for their test results. Include people in the community to participate. Encourage community members to share their thoughts and experiences.
- ★ Establish a referral network to get community members involved with increasing return rates.
- ★ Host a “Texas HIV Testing Follow-Up Day” to promote awareness about the importance of returning for test results. Enlist a local celebrity to participate in the event.
- ★ Sponsor a contest to promote sexually responsible behavior. Publicize winning entries.
- ★ Organize a radio and/or TV show promoting National HIV Testing Day and Texas HIV Testing Follow-Up Day. Interview community members, gatekeepers and stakeholders.
- ★ Develop a web site or “Help Column” addressing HIV testing.
- ★ Provide community members with appropriate literature concerning HIV testing and health education risk reduction.
- ★ Mail HIV testing information to local elected officials, schools, churches, and libraries.
- ★ Begin a billboard display with HIV prevention tips, including testing information.
- ★ Sponsor professional training sessions on fund-raising, grant writing, and school-based HIV/STD education.
- ★ Use the Texas HIV Testing Follow-Up Fact Sheet from the Texas Department of Health as a handout or to provide information for an exhibit.
- ★ Organize visits for community members to educate their local elected officials about the importance of HIV testing.
- ★ Start a peer education program.
- ★ Organize peer tutoring, counseling, or mentoring for community members.
- ★ Ask a community member to help judge proposals for an HIV prevention program.
- ★ Add community members to your Board of Directors.

•
•
•
•
•
•
•
•

Texas HIV Testing Follow-Up Day

- ★ Encourage businesses to hire community members or offer them internship opportunities. Ask a business to fund an HIV prevention project in your community.
- ★ Organize community members to create their own tips for HIV prevention and testing.

2. Best Practices for HIV Testing Follow-Up Day

- ★ Include multiple and varied approaches to getting people back to the clinic to receive their HIV test results.
- ★ Focus on reducing risk factors and behaviors that lead to the transmission of HIV.
- ★ Support behaviors that lower the risk of infection.
- ★ Use theoretical approaches that have been demonstrated to influence health-related behavior.
- ★ Deliver and consistently reinforce a clear message about healthy behaviors.
- ★ Provide accurate information about the modes of transmission and healthy behaviors that reduce the risk of transmission.
- ★ Address social pressures that influence sexual behavior.
- ★ Provide examples of, and opportunities to practice, personal skills including goal setting and decision-making.
- ★ Employ interactive teaching methods that allow people at risk to personalize the information.
- ★ Incorporate behavioral goals, teaching methods, and materials that are appropriate to the age, sexual experience, language and culture of the target population.
- ★ Offer or provide referrals to counseling and treatment for sexual abuse, drug and alcohol use, and/or family distress.
- ★ Provide gatekeepers, community leaders and other stakeholders with training, evaluated curriculum and feedback.

3. What A Community Needs Assessment Can Do For You

- ★ Offer the basis for creating a new initiative
- ★ Provide a credible analysis of current public policy
- ★ Increase public awareness of the problem of HIV infection
- ★ Increase the likelihood that an HIV prevention program will actually reduce HIV infection
- ★ Help to prevent duplication of services
- ★ Point to collaborative possibilities
- ★ Point to areas in existing programs needing improvement
- ★ Help to build consensus in the community about the nature and extent of the problem of HIV infection and commitment to do something about it
- ★ Help to stimulate interest from funding agencies for future program efforts

4. Community Needs Assessment Tips

- ★ Consider what financial and human resources are available for your assessment and planning effort.
- ★ Involve the community in planning the assessment.
- ★ Share and discuss the community assessment results and conclusions with the community.
- ★ Determine the number and type of other audiences to whom findings will be presented. Some possible groups might include: local media, policymakers, potential funders, and your advisory committee. Prioritize your audiences in order of importance, relative to the goals. Prepare the information to suit the needs and characteristics of the audience(s).
- ★ Use community assessment findings to develop an action plan.
- ★ Document your findings to allow others to build on your work, to justify the need for a program and funding for it, and to keep players true to the agreed upon plan.

5. Questions to Ask

- ★ How common is HIV in your community?
- ★ Who is most at risk? How old are they? Where do they live? What is known about their partners? What percent live in poverty? What percent live in single parent households? What percent of them and their families are employed? How much education have they and their families received?
- ★ What data is available to demonstrate the outcomes of HIV prevention programs in your community?
- ★ What prevention efforts and services already exist in your community?
- ★ Are prevention efforts sufficient and properly focused? Are they located where at-risk persons live? Do they seem to get at underlying causes of HIV transmission? With whom can you collaborate?
- ★ What peer education opportunities exist in your community?
- ★ What policies exist that may influence prevention efforts?
- ★ What are the values, beliefs, and attitudes of the community about HIV? What do you think the causes of transmission are?
- ★ What kind of program would fit with the community's values and attitudes?
- ★ What kind of strategies would they be willing to support?

6. Organizing in Your Community

Encourage community involvement.

Most community members support HIV prevention education.

Develop a community advisory committee.

This can help to develop and support your goals.

Choose a spokesperson.

Determine whether or not the potential spokesperson's extracurricular activities will aid or hinder progress around the issues at hand. Make sure the spokesperson develops strong relationships with the editorial board and reporters at the local newspaper.

Organize an educational forum.

This will help to promote an understanding of the important community issues. Feature experts and educate your school board.

Work in coalitions.

Reach out to groups who share your commitment to goals. Build a network of support.

Go to school board meetings and provide members with important information.

School boards often decide which education curricula will be used in schools. Send at least one supporter of your cause to each school board meeting. Have a phone tree so that if HIV/STD education is on the school board's agenda, community members may be contacted quickly to arrive in greater numbers. If a discussion about HIV/STD is to arise, decide on rules in advance. For example, those who testify must live in the community, and each side must have equal time to present their viewpoint.

Vote.

Become involved in local school board races by running for office, working on campaigns, assisting in voter education, and questioning candidates on their positions. Keep informed and vote regularly.

Remember your target audience.

Do not try to convince your opponents of your viewpoint. Rather, educate parents and community members who may not be aware of the issues.

Involve local religious leaders and other community leaders.

Contact well-known members of the faith community. Ask them to speak at community forums, sign petitions, discuss the issue with the media, and help support your efforts.

Be persistent!

7. Collaborating in Your Community

Who Can Be Involved?

You

You may be aware of many areas in your community that can be of assistance in preventing the spread of HIV and other STDs. You are of great importance in beginning the process of community collaboration by contacting agencies and persons that you think may be of assistance.

Community Members

Community members influence each other's behavior. The more we educate our community, the more they will educate each other.

School

Children and adolescents spend a large part of their day in school. It is important that we support schools in their efforts to make schools an effective learning environment. In this way, we can impact how well they learn, as well as what they learn.

Businesses

Businesses can offer community members training and jobs; community members can provide services that help them to feel connected and valued within their community.

Health and Human Service Organizations

Committed health and human service professionals can influence the information communities receive about the prevention of HIV. Communities should be targeted with HIV prevention information through the health and human service organizations that serve them.

Media

The media is a powerful tool that can be used to send messages that provide information about the benefits of practicing healthy behaviors that can reduce and prevent the spread of HIV and other STDs.

Government

Preventing the spread of HIV and other STDs ultimately saves our government money.

Faith Communities

Religious groups often have strong views relating to HIV/STD prevention. These communities can speak to their members and others about the issues surrounding healthy behaviors.

8. Tips for Working with Businesses

Approach businesses by discussing issues on their terms. For example, let them know that:

- ★ HIV/AIDS costs the nation billions of dollars annually.
- ★ Preventing the further spread of HIV is cost-effective.
- ★ Businesses would not exist without their communities.

Approach businesses by asking for things other than money. Then, it may be possible to ask for money. Some other services that businesses can provide are:

- ★ Speaking out in support of and/or convening HIV/STD prevention initiatives.
- ★ Encouraging their employees to get involved in HIV/STD prevention.
- ★ Offering their employees brown bag educational seminars to help employees learn to talk about HIV and other STDs.
- ★ Offering mentoring programs.
- ★ Helping to recruit other businesses to support HIV/STD prevention initiatives.
- ★ Developing and administering HIV/STD prevention education programs.

9. Media Methods

Get the Message Out

The following formats will help you get your message out to the media and to the public. They may be used together or separately. Consider your message carefully. Then select the format that best serves your needs.

Media Packet

The media packet, also called the media kit or press kit, is a method for distributing different pieces of information on your subject. The media packet could contain a cover letter, news release, fact sheet, brochures, organizational newsletters or magazines, statistical sheets, biographies with photos, and/or annual report. These may be distributed at a news conference or mailed or hand-delivered to media people to add unduplicated information to that already available. Media packets are not necessary for most situations but could be useful as a way to introduce a new program or public health event.

Feature Article

Feature articles come in a less objective style of writing than a news release. Feature articles generally take a point of view or discuss issues, people, or places. The style is much more relaxed, more descriptive, and often allows for a more creative approach than does a news story.

Letter to the Editor

Individuals write letters to the editor, usually as a personal opinion, for a newspaper's editorial page. Letters to the editor are primarily reserved for the agency's upper management. These letters should be accurate, grammatically correct, concise, and double-spaced with wide margins. Letters to the editor should be sent early in the week.

Public Service Announcement (PSA)

A PSA is a radio or television advertisement aimed at providing an important message to a particular audience. TV and radio stations often run PSAs at no charge. Television and radio stations are often required to have a certain amount of time that they must allot to public service programming. PSAs may be used to fulfill this requirement. The content of the PSA can be controlled. It's placement and timing may not.

News Release

The workhorse of news dissemination is the news release. The news release is presented as a straight news story: it begins with a lead (your first paragraph), expands on the lead, and proceeds to the rest of the information in decreasing order of importance.

10. News Release Tips

- ★ Put a release date in the upper right corner. This is the earliest date that the media may publish or announce your release.
- ★ Use a summary title or headline. Center it above the text. Make it short and to the point. Make it reflect your lead paragraph.
- ★ A good summary lead paragraph will answer the questions - who, what, where, why and how. It should briefly and clearly explain why your news is important and capture the essence of your message. Include the time, place and date.
- ★ Use appropriate quotes throughout your release to add interest. Be sure to check that the speaker wishes to have them published and that they are accurate.
- ★ Make sure the news release tells the complete story.
- ★ Include a summary of who you are, your experience, and your message.
- ★ Proofread carefully. Double-check the spelling, especially of the names used in the news release. Type or print your news release on letterhead with 1-inch margins. The body of the news release is double-spaced or 1 ½ -lined spaced. Indented paragraphs. Do not put extra space between paragraphs. Use only one side of the paper.
- ★ Get it out on time. Hand deliver if necessary.
- ★ Send it to the correct person.
- ★ Include your name, phone number, and address, in case the reporter needs more information.

11. Do's and Don'ts for Good News Media Relations

Relationships with the media can be good, bad, or nonexistent. Treat the media representative as you would anyone with whom you do business.

DO:

- ★ Get to know reporters, editors, and news directors personally if you deal with them often.
- ★ Talk informally with reporters before an interview. Ask again about their questions.
- ★ Tell the truth. Give only the facts.
- ★ Be credible, honest, positive, easy to contact, responsive, accommodating, authoritative, in control, likable, and professional.
- ★ Keep your remarks short and simple. It helps to pretend you're talking or writing to your grandmother who has no idea what you really do for a living.
- ★ Take the initiative. Make your point in every answer and in a variety of ways.
- ★ Act always as if the camera or microphone were on.
- ★ Honor the reporter's deadlines. (Ask. Otherwise, assume it's now.) When submitting information to the media, know the deadlines and meet or beat them. Nothing is surer of rejection than a late news item.
- ★ If you don't know, say, "I don't know", rather than conjecture or speculate. Then get a phone number and tell the reporter you will call back with the information. Do call back as soon as possible.
- ★ Do business today as if you're going to do business tomorrow: don't burn bridges.
- ★ Avoid the reporter 'bounce-around'. Get the information requested or get the reporter directly to the person who knows the information.
- ★ Create a quote to make it sound like it was said, not written. Use colorful words, analogies, absolutes, and clichés to simplify and make your point stand out.
- ★ Stop talking when you have answered a question. Don't feel obliged to fill a void just to keep the interview going.
- ★ Remember, the newsperson is a representative of the public. You are giving the public vital information.

DON'TS:

- ★ Don't lie to a reporter-EVER. If a mistake has been made, admit it and shift the focus to what you're doing to correct the problem or assure it never happens again.
- ★ Don't ask to see a reporter's story before it's printed or broadcast.
- ★ Don't say, "I'm not allowed to talk to reporters."
- ★ Don't ever say, "I can't give you that information" without explaining why you can't give the information. The situation usually involves legal issues, patient or customer confidentiality or personnel issues.
- ★ Don't require the reporter to invoke the Texas Public Information Act unless absolutely necessary.
- ★ Don't become angry or provoked. Keep your cool.
- ★ Don't beg, threaten, or put pressure on the media. Attempts to influence acceptance of publicity items or to kill a news item through contacts with higher management or advertisers are resented.
- ★ Don't exaggerate or color the news. It could cause the media to disbelieve or reject the entire story.
- ★ Don't speculate, guess or conjecture. Check your facts before talking.
- ★ Don't use jargon, acronyms, or technical terms too often. If a sixth grader wouldn't understand it, don't say it.
- ★ Don't call the editor or news director if you have a problem with a story that has run or aired. Speak with the reporter first.

NEVER:

- ★ Never speak "off the record" or provide background information that you would not like to see printed or broadcast. If you don't want to see the information on the front page of the local newspaper or on the 10 o'clock news, don't say it.
- ★ Never say, "no comment". "No comment" is a comment.

12. Sample News Release

(Put on your letterhead)

Date: _____

For Immediate Release

Contact: (Event Coordinator Name)

Phone: _____

July 11 is Texas HIV Testing Follow-Up Day

In response to National HIV Testing Day June 27, (Your Organization's Name), along with other community organizations throughout Texas, will observe Texas HIV Testing Follow-Up Day July 11.

In 2001, 235 Texans tested positive for human immunodeficiency virus (HIV) and did not receive their test results. Getting test results to everyone tested for HIV is a major public health concern. An estimated 200,000 to 300,000 people in the United States are infected with HIV but do not know it, according to the U.S. Centers for Disease Control and Prevention (CDC).

Without medical care and support, HIV infected people are at increased risk of an early death and can unknowingly infect others. Many people learn they have HIV late in their infection, missing years of opportunity for early care and treatment.

HIV Testing Follow-Up Day activities planned by (Your Organization) for July 11 include:

- (list short summaries, including dates, times and locations).
- (list short summaries, including dates, times and locations).
- (list short summaries, including dates, times and locations).

These events are designed to highlight the importance of getting HIV test results to every person tested for HIV in the community. (End the release with a short paragraph about your organization, its goals and activities, the year it was founded, number of members, location of your headquarters office, and a contact's name and phone number).

13. Sample Public Service Announcement

(30 seconds)

July 11 is Texas HIV Testing Follow-Up Day. In observance of this event, (name of your organization) offers these activities that you can do within your community to increase awareness of the behaviors associated with the spread of HIV.

- ★ Host a forum with community members to discuss issues, concerns, and prevention strategies.
- ★ Sponsor professional training sessions on fund-raising, grant writing, and school-based HIV/STD prevention education.
- ★ Design and distribute literature and information on HIV prevention and testing.
- ★ Have community members develop a poster on the benefits of practicing healthier behaviors as a way to prevent the spread of HIV.
- ★ Feature an article in the local newspaper on preventing the spread of HIV.
- ★ Promote or initiate HIV prevention legislation.

Let's join together to help reduce those behaviors associated with the spread of HIV and other sexually transmitted diseases. For more information on prevention strategies, please contact (name of your organization) at (phone number).

14. Online Activism

Communicate and Collaborate

- ★ Review the mission and position statements of possible new partners.
- ★ Review the latest work of longtime colleagues.
- ★ Build alliances among organizations with similar views and goals.
- ★ Communicate opinions directly to policymakers by sending brief e-mail.
- ★ Organize on the Internet by creating a “list serv” to send action alerts, updates, contact information, or educational materials to colleagues.
- ★ Create a “cybercoalition” so members can co-write materials by making suggestions directly into a downloaded document and then electronically circulating drafts.
- ★ Create, circulate, and deliver e-mail petitions.
- ★ Provide and attend Internet training opportunities.
- ★ Communicate through chat rooms, databases, and bulletin boards.
- ★ Learn about the views, positions, publications, plans, and activities of important groups.

Information Seeking is Made Easier

- ★ Search public and university libraries, publications, of issue-oriented organizations, and legislative and policy decisions of their elected officials.
- ★ Use search engines to locate sites by describing topics rather than typing exact online address.

15. Evaluation Tips

- ★ Be sure to include evaluation in your program to improve your program management, increase the likelihood of good results, and help to build a base of scientific knowledge for the field.
- ★ Use process evaluation to ensure that your interventions are really occurring as planned and you are reaching your intended targets.
- ★ Use outcome evaluation to monitor whether there were any changes among clients and whether or not the changes were caused by you.
- ★ Use established or tested instruments to measure results.
- ★ Make sure you measure either the same people at multiple points in time, for example with pre-and post-tests, OR that you use a comparison group. Better yet, do both!
- ★ Measure behavior, not just attitudes and beliefs.
- ★ Share your findings in an easily understandable format.
- ★ Publish your results, both positive and negative.
- ★ Conduct long-term follow-up (at least one year). Short-term results do not necessarily translate into long-term results, and some effects are not apparent in the short term.
- ★ Use as large a sample size as possible. Strive for at least 100 subjects.
- ★ Replicate studies of successful programs.
- ★ Use an experienced evaluator who is trained in research methodology and statistics and has good writing skills. Ask for a resume and a writing sample. Find out how long the evaluator will be available. Agree on ownership of the data, publication rights, and conditions, especially rules about confidentiality. Do not pay a PhD to collect the data. Use clerks, students, and/or volunteers, instead.

16. Other Resources

National Association of People with AIDS (NAPWA)

1413 K Street, NW
7th Floor
Washington, DC 20005
Telephone: (202) 898-0414
Fax: (202) 898-0435
E-mail: napwa@napwa.org
Web: www.napwa.org

National HIV Testing Day (NHTD)

1413 K Street, NW
7th Floor
Washington, DC 20005
Telephone: (202) 898-0414
Fax: (202) 898-0435
E-mail: napwa@napwa.org
Web: www.nhtd.org

Texas Department of Health

Bureau of HIV and STD Prevention
Training and Public Education Branch
1100 West 49th Street
Austin, Texas 78756
Telephone: (512) 490-2535
Fax: (512) 490-2538
E-mail: hivstd.infoline@tdh.state.tx.us
Web: www.tdh.state.tx.us/hivstd

Centers for Disease Control and Prevention

Division of HIV/AIDS Prevention
National Center for HIV, STD and AIDS Prevention
Mail Stop E-49
Atlanta, Georgia 30333
Telephone: (800) 342-2437
Fax: (404) 639-2007
E-mail: hivmail@cdc.gov
Web: www.cdc.gov/hiv/dhap.htm

CDC National Prevention Information Network (National AIDS Clearinghouse)

Telephone: (800) 458-5231
Fax: (888) 282-7681
TTY: (800) 243-7012
E-mail: info@cdcpin.org
Web: www.cdcpin.org

•
•
•
•
•
•
•
•

Texas HIV Testing Follow-Up Day

Center for AIDS Prevention Studies
AIDS Research Institute
University of California, San Francisco
74 New Montgomery, Suite 600
San Francisco, CA 94105
Telephone: (415) 597-9100
Fax: (415) 597-9213
E-mail: capsweb@psg.ucsf.edu
Web: www.caps.ucsf.edu